

## THE MARKET IN BRIEF

California offers Canadian seafood exporters a market of approximately 30 million consumers, slightly larger than the domestic Canadian market. Seafood has increasingly become a more significant part of the average diet for Californians, given the high protein content; low-fat; and diverse selection of species and preparations. California has a well-deserved reputation for healthy and active lifestyles, and the consumption tendencies of the general population reflect a market acutely aware of health-consciousness through food. Many new food products, aimed at the healthy eating trends within society, are targeted at the California market as an appropriate marketing platform to develop strategies, introduce new products, and promotional ideas for future marketing initiatives.

California is serviced by an advanced and well-developed transportation network which integrates the modes of air, sea and rail. The state coastline provides many points of entry for product delivery to the state, including the ports of Los Angeles, San Francisco, and San Diego. Los Angeles Airport (LAX) is one of the busiest airports in the United States, with countless smaller regional and municipal airports across the state providing access to specific municipal markets and consumers. Major freeways intersect the state from north to south, east to west, allowing for efficient movement of trucked goods to all the consumer markets available to Canadian exporters. California also offers a trans-shipment point for the Mexican market, where significant future growth for seafood products is anticipated.

*SEA FARE INTERNATIONAL 1992* held at the Long Beach Convention Center in Long Beach, California, offered visitors access to representatives from all facets of the seafood industry. The show is international, but also groups together a large contingent of seafood importing firms and visitors from the local California market. Canadian exporters who visit the show have the opportunity to make contact with potential clientele from all sectors of the California seafood market. Therefore, exhibiting at the show offers an excellent opportunity for Canadian firms to obtain quality exposure to the California market. Firms that attend the show but do not take a booth, also have the chance to meet and negotiate with representatives from the local market.